

STYLE GUIDE





THE T SYMBOL



Technomine has a unique symbol that symbolizes two things. The tie represents their professional conduct. If you look closely, the vertical portion of the tie makes an arrow when combined with the negative space. This represents the company's global, forward-thinking approach to make connections and bring innovations to their clients across the globe by sharing relevant process improvement. The two wings of the tie represent the mutual partnership between the company and their clients.



THE WORDMARK



The red dot on the right represents their strong belief in protecting both people and data. Just like a recording button on a security camera, the red dot also represents our burgeoning security division. Lastly, along with the vertical line of the 'i', the red dot makes a stick figure with a unique head - representing their value for each individual that they recruit and train on behalf of their clients.



BRAND TYPEFACE

Roboto bold
Headings

This is a header.

Roboto Condensed
Sub-heading

This is a sub-heading.

Catamaran
Body text

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Catamaran Thin
Body text

It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software



BRAND COLORS



HEX
ed1e24

RGB
237 30 36

CMYK
0 87 85 7



HEX
303030

RGB
48 48 48

CMYK
0 0 0 81



HEX
404040

RGB
64 64 64

CMYK
0 0 0 75



HEX
838383

RGB
131 131 131

CMYK
0 0 0 49



HEX
ffffff

RGB
255 255 255

CMYK
0 0 0 0

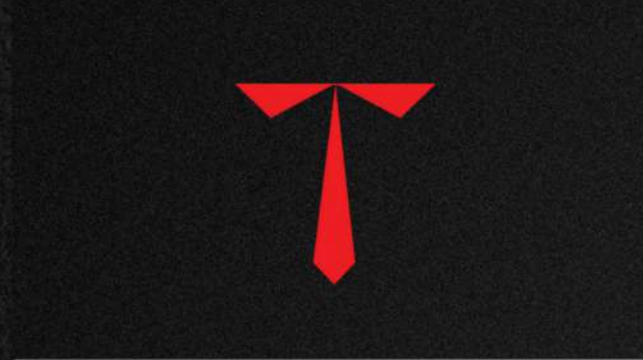
For this brand, we needed a bold, yet clean interface. Due to the nature of their B2B services, it was important to stay minimal - but with big impact. In light of this, the team decided to go with a monochrome palette of grey - punctuated with black, white and red for impact!



LOGOS IN CONTEXT



solid colors



solid texture

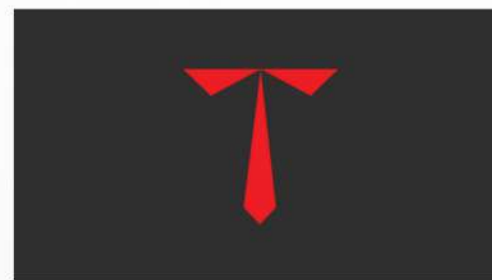


image with 10% opacity

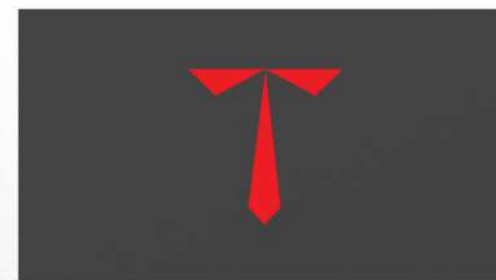
Our logos commonly appear on solid black or white colors, textured shades of black or white. If photos are used in the background, we recommend no more than 10% opacity.



LOGOS READABILITY



 100% black
Contrast Ratio - 3.2 : 1



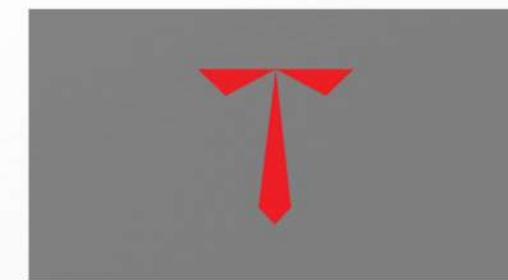
 90% black
Contrast Ratio - 2.19 : 1



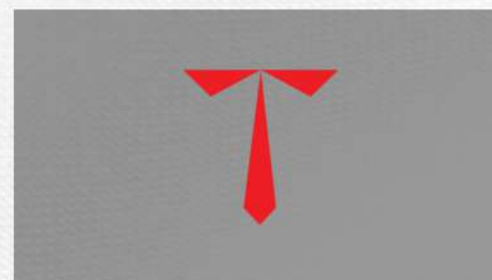
 80% black
Contrast Ratio - 1.6 : 1



 70% black
Contrast Ratio - 1.16 : 1



 60% black
Contrast Ratio - 1.16 : 1



 50% black
Contrast Ratio - 1.51 : 1



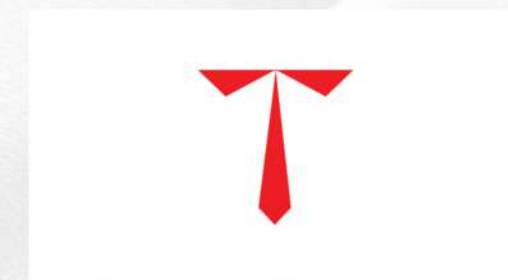
 40% black
Contrast Ratio - 1.92 : 1



 30% black
Contrast Ratio - 2.42 : 1



 20% black
Contrast Ratio - 3 : 1

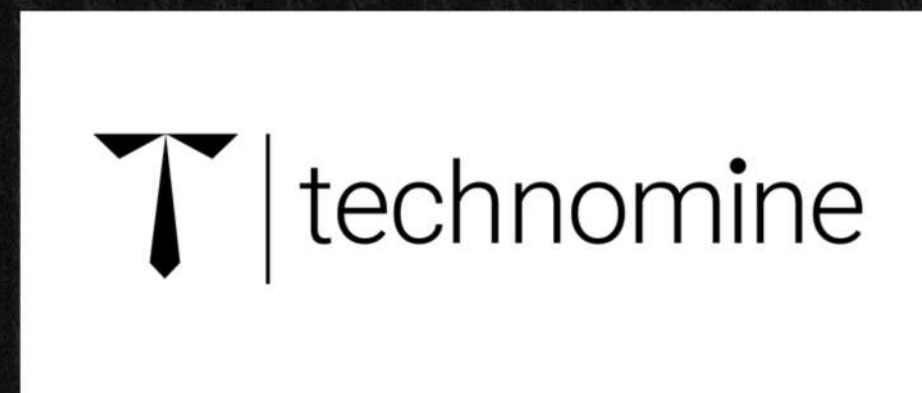
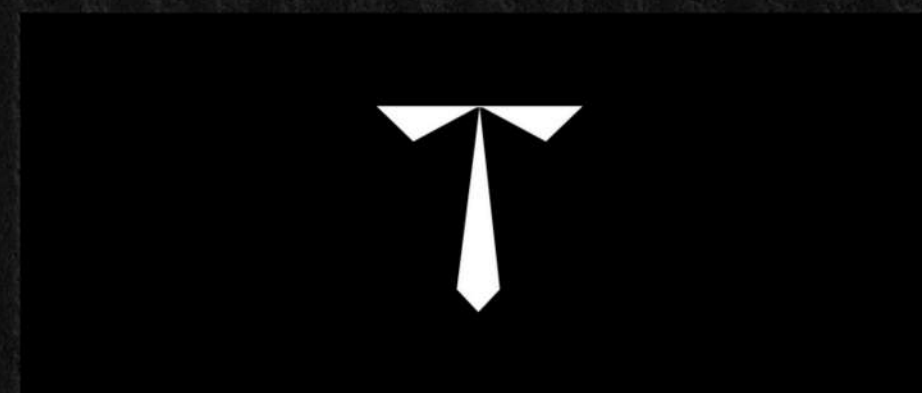


 0% black
Contrast Ratio - 4.36 : 1

When placing a logo on a background, aim for a contrast ratio of 2.25:1 or higher to ensure readability. If the contrast is too low, adjust the background or choose a different one.



SPECIAL-USE WORDMARKS



Our wordmark and T symbol does appear in black or white when necessary, where contrast between Technomine red Wordmark/symbol and background cannot be achieved



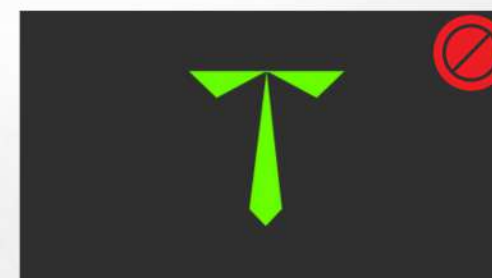
INCORRECT LOGO USAGE



Don't change red color of logo



Don't stretch the T symbol



Don't change color of symbol



Don't cut symbol from bottom



Don't add effects to symbol



Don't use any border around symbol



Don't rotate symbol in acute/obtuse angle



Don't make T symbol thicker



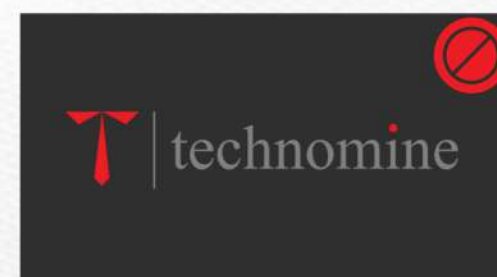
Don't use symbol on busy background



Don't flip the symbol



Don't change color of wordmark



Don't change the typeface of wordmark



Don't rotate or flip the wordmark



Don't use wordmark on busy background

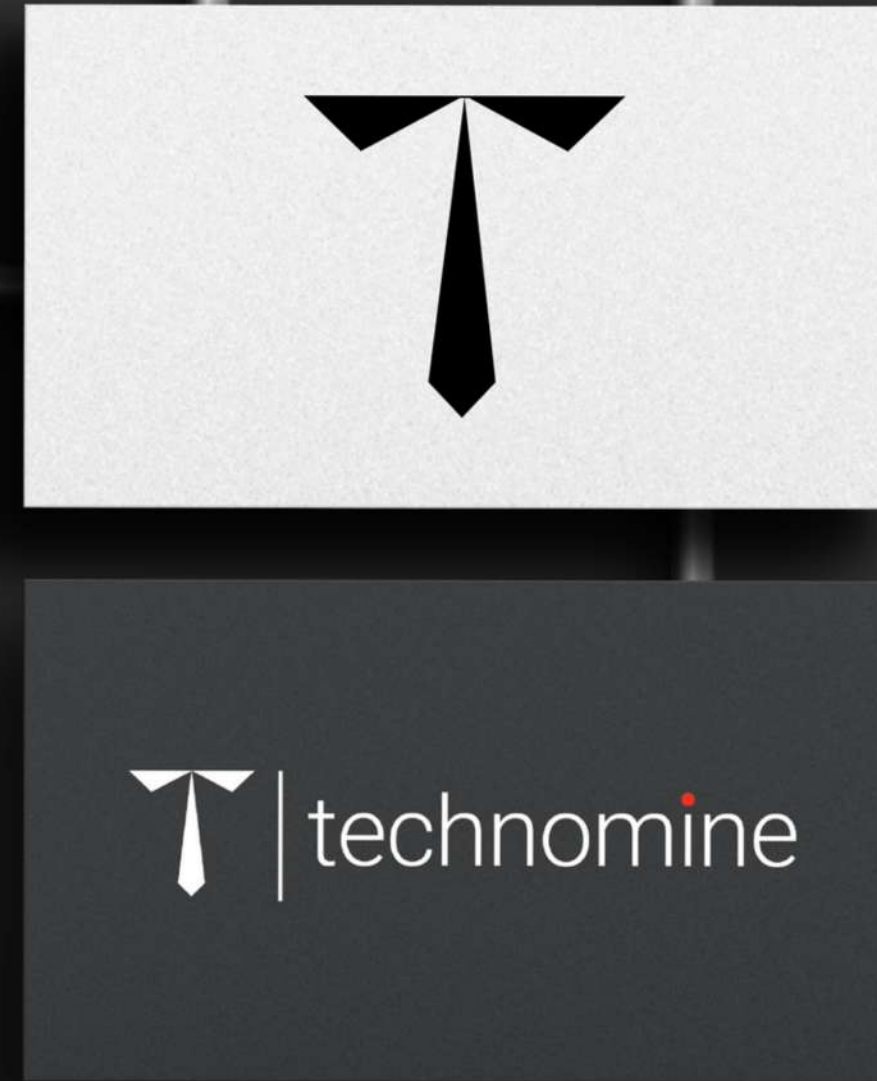


Don't add effects to wordmark



APPLICATION EXAMPLES





LOGO CARDS



STATIONARY



COFFEE MUGS



TSHIRTS





FACE MASKS

THANK YOU

REACH OUT TO US



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